Youth Team Management Is One Factor in Increasing Administrative Efficiency and Promoting Youth Team Building, Travel Teams Proliferate

Youth Sports
Youth development programs
Youth Travel Teams
Youth Sports Software
Recreational League
Sports Software
League Software
Youth Sports Coaching
Sports Team Registration
Sports Wearables

Travel Teams
Team Volunteer
Management
Team Flexible payment
Team One tap payment
Sports Software
Club Management
Sports Websites
Sports Technology
Team Roster Software

Team Registration
Management
Volunteer Management
Software
Flexible payment options.
Youth Sports Team
Communication

New Revenue Models Drive Market Growth


LEXINGTON, Massachusetts (September 12, 2017) – WinterGreen Research announces that it has published a new study Youth League Sports Software: Market Shares, Strategy, and Forecasts, Worldwide, 2017 to 2023. The 2016 study has 633 pages, 288 tables and figures. Worldwide youth sports markets are poised to achieve significant growth as travel teams become more popular and families learn to enjoy time together during a weekend sporting event. Enormous market efficiency is being achieved as youth and recreational teams move to automated process. Apps can be used to book hotels and make travel arrangements.

A $15.5 billion market in the US, the youth sports market rivals the size of the $14 billion NFL. Youth sports markets are comprised of segments that represent revenue generation from travel, equipment, team membership, facility construction, software, and venue rental. Leagues who purchase and distribute sports software to teams or clubs have created a large market from what were previously disparate parts of what was not ever not even a market, just people buying clothes and equipment, and loosely organized groups of youth playing games on community fields.
As a result of this coalescence of the varying market segments brought about by youth sports software, the youth sports market has become well defined. Apps are used for communication. The primary purpose of youth and adult sports team sports is to deliver fun for the youth. Other agendas get mixed in, like building a strong and healthy body, developing a well-rounded and pleasant personality, developing team skills, and preparing a child to be a professional athlete. Youth sports depend on communication, tournament play, and video coaching that are needed to run a team effectively. Transaction management, registration, and fee collection are key aspects of some of the software.

Youth sports facilities can become part of a community development program. Every team, every sport has appeal and as there is more leisure, as the economy spins out more and more wealth at the top of the economic scale, there will be more spending on sports. Professional sports, betting, fantasy teams, semiprofessional teams, and teams just for fun will continue to look for venues and players.

Youth sports are sure to benefit from this trend. The brightest and the best will want to get top notch sports training for their children, and the entire middle class will follow as best they can. Sports are fun, the professional teams have begun to recognize that they need to invest in team development programs targeting children starting at age 3. This is when you can get the attention of the child and build skills incrementally that are providing a steady stream of youth available later for the professional teams.

Professional teams have noticed that the most ardent fans are those who played a sport as a youth. All the professional leagues have to invest in youth sports because otherwise they do not have players now and fans later.

Foundations and corporate arms of all large companies want to invest in supporting youth of the country and what better way than through sports. They can tie educational advancement of the sport interest.

Communities have to invest in youth sports providing activities that are supervised and better for all the residents, sports and teams have greater society benefits than the enjoyment of team play. Communities have found that it is cheaper to invest in planned sporting activities and keep children involved than to deal with the problems caused by kids that grow up without supervision, getting in trouble all the time.

The police departments have become interested in connecting with youth in a positive manner, spending money and time to get to know kids and provide guidance when needed. They are active in getting communities to fund development of facilities. It will be a problem to pay for all the facilities that communities want to build, so it will be interesting to see if communities find ways to contribute to the capital investment needed.

Private investment that sees benefit youth sporting programs is building in quantity. Foundations generally see the benefit of children being given sport opportunities.
The schools have by and large defunded gym programs for children creating a healthcare crisis of major proportion in the US and other parts of the world with childhood obesity and asthma creating lifelong chronic disease problems. The good news is that youth sports programs are becoming more available in more affluent parts of the world, poised to deliver healthy activity and build lifelong habits of movement and athletic skills development.

The market opportunity for youth team sports depends on a strong alliance between the schools and modern recreational facilities that meld education, drama, music and sports in a manner that supports learning and athletic development as one melded event.

With the advent of online learning, more students can move at their own pace and achieve academic excellence. One challenge is to make this happen in the context of incorporating sports achievement at the same time. Athleticism and brain development can be melded if education is done right.

Six in 10 children ages 6-12 regularly participate in team sports in the US. These sports programs are organized or casual.

With organized sports, there has been a rise in the number of travel teams, with the programs active at ever-earlier ages. There has been significant definition and growth in the youth sports industry. The coaching and league formation task is demanding for kids, families, and communities. Much of the organizational process has been automated with software.

The youth sports market is set to grow in response to increased interest worldwide in youth sports development programs. The programs are inherently satisfying to children and youth, giving them skills and accompanying self-esteem that translates to support academic skills as well as athletic ones. Software has become an important aspect of making team play easy to manage.

More changes are coming as digitization drives use of video so parents and children can share on the Internet the experience of team play. Video capture of game and practice play is poised to provide coaches and assistant coaches with an ever-increasing array of ways to help players improve play on the field.

Little league coaches bring a lot to the children whom they coach. The individual attention to skills development is a treasure to each child it touches. Stories proliferate about the value of little league coaches to girls and boys who had a dad or mom missing at crucial times of growing up. The same is true for the Girl’s and Boy’s clubs.

In these cases, a substitute parent is an invaluable part of forming a strong personality, able to be responsive to others, fit into a team, and perform with integrity. The coaches teach values in a context of fun.
The youth sports software is sold or given away free to teams, leagues and tournaments. Often a league will distribute the software to teams, clubs, or tournaments. Sometimes teams and clubs buy the software directly. A lot of youth sports software had been homegrown functionality bolted onto a stable platform. This homegrown small market software has basically become outdated, slated to be replaced with packaged, licensed or cloud software that is more robust.

The youth sports software provides registration and payment collection. The payment collection aspect of the software is sometimes important because it creates a way to collect a transaction fee that is used to pay for the software and provide continuing revenue to the provider.

The primary purpose of youth and adult sports team software is to deliver robust, automated process for the registration, scheduling, web site construction, coaching management, communication, tournament play, and video coaching that are needed to run a team effectively. Transaction management and fee collection are key aspects of some of the software.

According to Susan Eustis, leader of the market research team that prepared the study for WinterGreen Research, “Vendors are making acquisitions to upgrade software so it is able to provide a wide range of capabilities. Modules brought in from different companies and developers are difficult to integrate into a functioning platform. Once a platform is in place, the organization of travel teams is facilitated.”

Market growth comes from increased benefits of organization in youth sports leagues. Travel teams and tournaments are in vogue. These do not happen in a consistent manner unless there is automated process in place. Automated process is just better for making a team function smoothly, eliminating vast amounts of politics. Shared resource is always a problem, having automated management is better. Once one aspect of the team management is automated, there is demand to automate all the processes across the board leading to plenty of consolidation and acquisitions in this market.

In a $15.5 billion U.S. youth sports market, the youth and amateur adult league travel teams are gaining traction because they provide family vacation fun while improving skills of a youthful player. This is a nascent market, there is no end to growth in sight. Markets are expected to reach $41.2 billion by 2023. Youth sports teams will continue to get more organized and depend on software to provide increased management efficiency. Video images of play will provide better coaching.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, electronics.ca, and Thompson Financial.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.
WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.


### Companies Profiled

#### Market Leaders

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#### Market Participants

| Comcast / NBC / Sport Engine             | LeagueRepublic                  |
| Dicks / Blue Sombrero                   | Marriott                         |
| Engage Sports                            | NBC Universal / SportsEngine    |
| FiXi Competition Management             | QSTC                            |
| HorizonWebRef.com                       | RosterBot                       |
| Hudl                                     | Sideline Sports                 |
| Jevin                                    | Sports Facilities Advisory & Sports |
| JoomSport                                | Facilities Management (SFA | SFM) |
| LeagueApps                              |                                 |
| LeagueLobster                           |                                 |
| LeagueApps                              |                                 |

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**633 PAGES**

**288 TABLES AND FIGURES**

**2017**

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Report Methodology

This is the 717th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are priorities in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search.
Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2016. With 2016 and several years prior to that as a baseline, market projections were developed for 2017 through 2023. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes reference to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.
WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

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WinterGreen Research Methodology  
WinterGreen Research Process  
Market Research Study  
WinterGreen Research Global Market Intelligence Company  
Report Description:  Youth League Sports Software and Revenue Models Matter  

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**ABOUT THE COMPANY**

**WinterGreen Research**, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.


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Susan Eustis, President, co-founder of WinterGreen Research, is a senior analyst. She has done research in communications, healthcare equipment, and computer markets and applications. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, multiprocessing, and electronic voting. She is the author of recent studies of the Regional Bell Operating Companies’ marketing strategies, Internet equipment, biometrics, a study of Internet Equipment, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. Ms. Eustis is a graduate of Barnard College. Ms. Eustis was named Top Woman CEO in 2012 by Who’s Who Worldwide. She was named Top Woman Market Research Analyst the same year and successive years 2013, 2014, 2015, and 2016 thereafter. She has been featured twice on the cover of Women of Distinction.

About the WinterGreen Research Team: The WinterGreen Research Team is comprised of senior analysts that prepare the market research and analysis that is offered to the client and developed using an iterative process to achieve a final study. Typical projects include providing market/viability research. The team can look at how drones can be applied to critical infrastructures safety, including: type of market existing, Barriers, Forecast demand and competitors, SWOT and competitive advantages, Price Analysis, product design recommendations (marketing orientation).

Research is typically for many different regions or localities, for example EU countries including Spain, UK, Nordic, Germany, and France. Typical projects profile the United States and areas of Asia. It is common to three representative countries from South America, Brazil, Argentina, Chile, and Mexico. Representative countries from Asia APAC typically include Japan, China, India, and Australia.

Critical infrastructure safety, including: type of market existing, barriers to entry and to faithful execution of product provision, forecast of demand, market share, SWOT, competitive advantage of major competitors, identification of new technologies and new companies, price performance analysis, product design recommendations, and marketing considerations are typical topics covered.